STORAGE / VAULT

CANADIAN MOVING PICTURE DIGEST

JAY L. SMITH
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Pictures – Not Promises – From RKO

By JAY L. SMITH

Sam Glasier of 20th Century-Fox, and Len Bishop of Shea's Theatre, have combined forces in putting across another terrific campaign on a 20th-Fox picture in Toronto, this time on "The Best Things In Life Are Free". Four Toronto radio stations, CFRB, CKEY, CHUM and CKFH have tied in with the theatre run on the picture, for a contest offering $200 in cash prizes, 12 suits of clothes donated by Tip Top Tailors, 28 Gordon MacRae-"Best Things In Life Are Free" albums, donated by Capitol Records, and 28 double-passes to Shea's.

The contest consists of two of the most popular disk jockeys at each of the radio stations, inviting their listeners to write letters of twenty-five words or less describing their conception of what are considered the most important things in life that are FREE. The contest runs for one week, and during that time each d-j program will announce the contest three times daily, for five consecutive days, as well as play the "Best Things In Life Are Free" recording three times daily, making a total of 120 announcements for the contest and the picture's engagement at Shea's.

The best letter received from a man, and the best letter received from a woman, at each radio station, will receive a suit of clothes from Tip Top Tailors, with the L-P albums and theatre passes going to the runners-up. In addition, the disk jockey that receives the most letters at each station will receive a suit.

A grand prize of $100 will be given for the best letter submitted to any station, and four additional cash prizes of $25 will be given to

(Continued on Page 12)

18 Features In Release Or Now Completed—20 More Preparing

Toronto: In the few short months since the new management took over, RKO has enjoyed the greatest upsurge in production activity in the history of the company. Jack Labow, Canadian District Manager for RKO, revealed to The Digest last week that his company now has a total of 18 new feature productions either already in release or with production completed, plus an additional 20 or more features in the various stages of production preparation. This from a company that only a year ago were wondering where their next release was coming from, if as and when.

(See RKO PRODUCTION Page 4)

Quigley To Present Award In Toronto

Toronto: The presentation of the Quigley Grand Award Plaque for small situations, will be made to John McKim of Odeon Theatres at the annual convention of the Motion Picture Theatres Association of Ontario, to be held at the

(See QUIGLEY Page 12)

OSCAR HANSON UNANIMOUS CPP CHOICE FOR 1956 AWARD AS "PIONEER OF THE YEAR"

"King And I" Runs In Toronto And Vancouver Sets New Records

Toronto: Peter S. Myers, Canadian District Manager for 20th Century-Fox, this week advised The Digest, that the runs of his company's "The King And I", in Toronto and Vancouver, in particular, have established new all-time records in the theatres involved, and rank with the most outstanding film engagements in Canadian theatrical history.

At Shea's, Toronto, "King and I" established an all-time record running a total of 10 weeks and 2 days. This compared with a 7-week run for Fox's previous highest grosser in Shea's, "The Seven Year Itch." However, the first 7

(See "KING AND I" Page 8)

Theatre Robbery

Brantford: Shortly after the conclusion of the last show Saturday night, two daring robbers held up Jack Steele, manager of the Odeon Theatre here, and at gunpoint forced him to open the safe, and escaped with approximately $1300.

(See ROBBERY Page 8)

ASN-Produced Spots Montreal TV Hits

Montreal: A series of 12 TV commercial spots, produced at Associated Screen News for Vickers and Benson Advertising Agency, and Dow Brewery, sponsor of the "Alfred Hitchcock Presents" series in Montreal, have scored quite a hit with TV viewers, for their clever spoofing of Hitch's mannerisms.

The movie Master of Suspense has enhanced the popularity of his

See ASN SPOTS Page 12)

Prominent Western Exhibitor Passes

Toronto: As The Digest went on the press last week, we learned of the sudden passing of Harry A. Friedman, Q.C., well-known Alberta lawyer and a partner with Odeon in a number of theatres in Edmonton and Calgary.

In addition to partnership in the law firm of Friedman, Lieberman and Newson, which he founded, Mr. Friedman was interested in

(See FRIEDMAN Page 4)

Toronto Variety Nominations Set For October 30 Meeting

Toronto: The nominating meeting for the annual election of a crew of canvasmen for Tent No. 28, Variety Club, will be held in conjunction with the dinner meeting scheduled for Tuesday evening, October 30th, at the Prince George Hotel in Toronto.

R. W. Bolstad, Chairman of the Nominating Committee, this week announced the names of the following barkers to be submitted to the meeting for approval as nominees: George Altman, Clare Appel, Herb Allen, Joe Bermack, Lou Davidson, J. J. Fitzgibbons, Jr.,

(See VARIETY Page 8)

Name New Manager

Renfrew: Russ Simpson, general manager of the Ottawa Valley Amusement Co., Renfrew, has appointed B. C. McCreary as manager of the O'Brien Theatre at Almonte. During the past summer he managed the Arnprior Drive-In, also a unit of the circuit.

Gala "Giant" N.Y. Premiere Raises $40,000 For Muscular Dystrophy. Press and Public Acclaim George Stevens' W-B Production As One Of Screen's All-Time Greats.

This is DORIS DAY as the frightened JULIE who discovers on her honeymoon that her husband is a killer—and SHE is the next victim!

M-G-M presents

DORIS DAY · LOUIS JOURDAN
BARRY SULLIVAN · FRANK LOVEJOY

A MASTERPIECE OF SUSPENSE!

JULIE

An ARWIN Production · Written and Directed by ANDREW L. STONE
Produced by MARTIN MELCHER · An M-G-M RELEASE

GREAT DAY WHEN "JULIE" COMES!

← Doris, that is!

"TENSION . . . from beginning to end!"—*Film Daily*

"ACTION . . . hair-raising conclusion!" —*M. P. Herald*

"CHILLING . . . nail-biting climax!" —*Boxoffice*

"GRIPPING . . . most hair-raising climax ever filmed!" —*Showmen's T. R.*

"THRILLER . . . guaranteed for edge-of-seat attention!" —*M. P. Daily*

"SUSPENSE . . . any picture you can think of would be hard put to match 'Julie's' 95 minutes of suspense!" —*Philip K. Scheuer, L. A. Times*

MEDIATHÈQUE
Guy-L.-Coté
20 JUIL. 2015

Across the Country

Toronto

John J. Fitzgibbons, President of Famous Players Canadian Corp., is quoted in a recent interview in the Windsor Daily Star as saying, "We're resigned to the fact that all but our largest movie theatres are going out of business because of television. So we're going to get in on TV in a big way". The Windsor Star article stated that Mr. Fitzgibbons predicted more than half of F-P's theatres would be closed within ten years. Famous Players' interest in Telemeter will be pushed to the limit, it was revealed, and F-P will try to extend their interest in television stations throughout Canada.

• • •

More drive-ins in Ontario called it a season following the Thanksgiving Day holiday, including the Peterborough D-I and the Alladin at Ottawa. The Kingston Drive-In reduced its operations to two nights weekly, Friday and Saturday, until further notice.

• • •

The Roxy Theatre, Cornwall, a unit of Regional Theatres Circuit directed by Ralph Dale, had a parade of the local Royal Canadian Air Cadets and band from the Armouries to the theatre for the opening night of "Reach for the Sky".

• • •

Congratulations to Wannie Tyers, Hamilton Supervisor for Odeon, whose wife, Audrey, recently presented him with a 7 lb. 2 oz. bouncing baby boy.

• • •

Two suitably-garbed employes of the Centre Theatre, Pembroke, were used by Manager D. Dickerson as a street ballyhoo for "Big House U.S.A." The pair depicted escapees and wore signs referring to the theme of the picture.

• • •

Charles Mason, exploitation and advertising manager for JARFD, was thrilled last week to learn that a television play which he wrote, has been purchased by NBC-TV for future production.

Another TV play, written by Jacqueline Rosenfeld, daughter of IFD's Doug Rosen, and wife of Columbia's Gurston Rosenfeld, is being produced by the CBC next Sunday night. Jackie, at one time, was Associate Editor of The Digest.

• • •

Next in the series of off-beat attractions under its new policy, the Famous Players' Park Cinema at Windsor is showing "The Black Tent", which followed "The Sheep Has 5 Legs", "The Colditz Story" and "The Bed" for engagements of one week or better. Saturday morning shows are also being conducted separately for juveniles with 15c admission.

• • •

The teaming of two Famous Players' units in Toronto, the Oakwood and Bloor, has continued for some weeks for the playing of action pictures, most of which are first-run bookings here. Typical features have recently included "One Way Ticket to Hell", "Eight Witnesses", "The Last 10 Days" and "Undercover Man".

• • •

Manager Bill Burke of the Capitol Theatre, Brantford, is having a performance of Barbershop Quartettes on the night of Oct. 19, the proceeds from which will go to music scholarships to students at the Ontario School for the Blind.

• • •

At the Odeon Theatre, Brantford, the film policy was dropped for one night for a concert engagement under the auspices of the Brantford Chapters of the IODE.

• • •

With the "Movie Game" and Foto-Nite Offers being featured at many Ontario theatres, it is interesting to note that Clarence Markell, Famous Players' partner at Cornwall, has dropped the audience-participation game of Hollywood at the Capitol Theatre there.

Maritimes

Annual meeting of the Maritime Motion Picture Exhibitors Association was held last Thursday at the Admiral Beatty Hotel in Saint John, with N. A. Taylor, President of Twentieth Century Theatres, Toronto, as guest speaker at the luncheon. Chet Friedman, M-G-M's Canadian exploitation manager also addressed the meeting.

Prairies

Three new theatres have opened in Western Canada recently, two in Alberta, and one in Saskatchewan. The three include a 360-seat theatre in the town of Sangudo, Alta., owned and operated by the Pudar Brothers; a 245-seater in the town of Sexsmith, Alta., and the Alida Memorial Theatre at Alida, Sask., being operated by the Co-op Association. R. C. Rey is managing the Alida theatre for the Co-Op.

Vancouver

With a big week-end business over the Thanksgiving holiday, most theatres wound up the week with above average grosses. Topping the town were "Reach For The Sky" and "Canyon River", with "King And I", now in its 10th week, still going strong.

• • •

Ivan Ackery, Orpheum manager, is in charge of exploitation for "War and Peace" for all Famous Players units in British Columbia. Ivan is making plenty of noise and tie-ups for the picture, which tees off at the Orpheum, October 18th.

• • •

Congratulations to Harry Woolfe, UA's Vancouver manager, whose daughter made him a grandfather recently.

• • •

Benjamin Harrison, father-in-law of Art Graburn, Paradise manager, died recently at the age of 84.

• • •

Doug Gow of Famous Players is back from his California vacation.

• • •

Jim Webster is pinch-hitting for Roy McLeod, Plaza manager, on vacation. Bob Kelly, Olympia manager, is thinking of retiring on his winnings from baseball pools.

• • •

The Surrey Drive-In, near White Rock, has closed down for the season, after a poor year's business.

• • •

Gordon Wilson, movie editor of the Vancouver Herald, resigned and joined Bowell-McLean Motors, who handle Cadillac cars, as advertising manager. His first tie-up was with Al Jenkins, Vogue manager, for the showing of "The Solid Gold Cadillac".

• • •

Darrell Prezeau, formerly with the Odeon Theatre in Victoria, is the assistant at the Vogue, Vancouver. He was replaced in Victoria by Brian Wright, who moved over from the Odeon-Plaza.

• • •

No successor appointed to date for Jack McNicol, who resigned as manager of F-P's Columbia, New Westminster, to move to Hollywood.

• • •

The Kingway Theatre, in suburban Vancouver, will open shortly with a foreign film policy. The Odeon house has been closed for the past eight months.

• • •

Elliott Brown, one of Odeon's top managers in this area, last at the Odeon, Victoria, has resigned after eleven years with the circuit, and will join Radio Station CKLG in North Vancouver as advertising manager. Jack Armstrong, manager of the Plaza, Victoria, succeeds him. Steve Allen, from the Odeon, Haney, follows Armstrong into the Plaza, Victoria.

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RKO PRODUCTION

(Continued from Page 1)

Already in release from the new RKO are **"The First Travelling Saleslady,"** starring Ginger Rogers, Barry Nelson, Carol Channing, David Brian and James Arness; **"Beyond a Reasonable Doubt,"** starring Dana Andrews and Joan Fontaine; and **"Back From Eternity,"** starring Robert Ryan, Anita Ekberg and Rod Steiger.

Within the next two or three months, the release schedule for RKO includes such pictures as **"Tension at Table Rock,"** starring Richard Egan, Dorothy Malone and Cameron Mitchell; the company's Academy Award contender, **"The Brave One,"** produced by the King Brothers, filmed in Cinema-Scope and Technicolor, and starring Michel Ray; **"Death of a Scoundrel,"** starring George Sanders, Yvonne DeCarlo, and Zsa Zsa Gabor; **"The Young Stranger,"** starring James MacArthur, Kim Hunter and James Daly; **"Public Pigeon No. 1,"** in Technicolor, starring Red Skelton, Vivian Blaine and Janet Blair; **"The Silken Affair,"** starring David Niven; Eddie Fisher and Debbie Reynolds in **"Bundle of Joy,"** in Technicolor; Samuel Fuller's **"Run of the Arrow,"** in Technicolor, starring Rod Steiger, Sarita Montiel, Brian Keith and Ralph Meeker; Diana Dors' first American film, **"I Married a Woman,"** co-starring George Gobel and Adolphe Menjou; **"The Day They Gave Babies Away,"** in Technicolor, starring Glynis Johns, Cameron Mitchell, Rex Thompson and Patty McCormack; **"Finger of Guilt,"** starring Richard Basehart and Mary Murphy; **"Guilty?"** starring John Justin, Barbara Laage and Donald Wolfit; **"Man in the Vault,"** starring William Campbell, Karen Sharpe and Anita Ekberg; and Dean Jagger in **"X The Unknown"** and James Craig in **"The Cyclops."**

Of this group Jack Labow advises that his company is expecting really big things from **"The Brave One," "The Young Stranger," "Public Pigeon No. 1," "Bundle of Joy,"** and **"The Day They Gave Babies Away."** These five, in the opinion of the RKO executives and others who have seen either the completed pictures, or the rushes, are slated to prove outstanding box-office successes. Several others in the completed list may also shape up into top grossers as well.

At the same time, William Dozier, Vice-President in Charge of Production at RKO Studios, has announced a total of 15 major projects for filming during the latter part of 1956 and 1957 are now in preparation, of which five are from best-selling novels, ten will be filmed in color, and all will have top stars of the screen, stage and television in their casts. This is by far the most ambitious program that RKO has had in work since the peak production days of 1946.

Coincidentally, three other top-budget features will continue before the cameras through the month of October and into November. These are **"The Lady and the Prowler,"** co-starring Diana Dors and Rod Steiger, and produced and directed by John Farrow; **"The Girl Most Likely,"** co-starring Jane Powell, Cliff Robertson, Keith Andes, Kaye Ballard and Tommy Noonan, with Stanley Rubin producing and Mitchell Leisen directing, and **"Escapade in Japan,"** now filming in Tokyo, with Teresa Wright and Cameron Mitchell co-starred and with Arthur Lubin producing and directing. All three are in color.

The 15 major projects now being readied for the cameras are:

"Stage Struck," co-starring Henry Fonda, Susan Strasberg and Herbert Marshall. Stuart Millar is producing, Sidney Lumet will direct and Ruth and Augustus Goetz are writing the screenplay.

"Bangkok," with Paul Gregory producing from a screenplay by Gwen Bagni and Irwin Gielgud.

"Ten Days in August," Edmund Grainger producing, with Emmet Lavery writing the screenplay from Bernard Frizell's best-seller.

"Three Empty Rooms," with Sidney Lumet directing from a screenplay by Reginald Rose.

"Affair in Portofino," co-starring Robert Ryan and Anita Ekberg, with John Farrow producing and directing from a screenplay by Jonathan Latimer.

"Sex and Miss McAdoo," Arthur Lubin, producer-director, William Bowers writing the screenplay.

"Rachel Cade," with Stanley Rubin producing and Stirling Silliphant writing the screenplay from the new Charles Mercer novel and Literary Guild selection.

"Pakistan," starring John Wayne with Stanley Rubin producing and Stirling Silliphant writing the screenplay.

"Galveston," Edmund Grainger producing, Niven Busch writing the screenplay.

"On My Honor," Paul Gregory producing, with Gwen Bagni and Irwin Gielgud writing the screenplay from the MacKinlay Kantor novel, "God and My Country." Bing Crosby is being sought for the leading role.

"The Naked and the Dead," screen version of Norman Mailer's best-selling novel of World War II, with Paul Gregory producing and Denis and Terry Sanders writing the screenplay.

"Cash McCall," screen version of the Cameron Hawley best-seller with William Bloom producing and Harold Jack Bloom writing the screenplay.

"Far Alert," with Richard Sokolove producing from an original screenplay by Richard English and James Clavell.

"Journey to the Centre of the Earth," with Stanley Rubin producing and Eugene Lourie directing.

"Stage Door," starring Doris Day and Kaye Ballard, with Harry Tugend producing and directing.

In addition to the above list, the RKO schedule for 1957 will include such productions as **"Long Live the King,"** being filmed in Sweden, with Preston Sturgess directing, and an international cast headed by Michael Wilding, Eleanora Paluzzi, Brigitte Bardotte and Cesar Romero; **"The Rough Rider"**; the King Bros.' **"Syndicate"; "Underdog"; "The Old Maestro"; "The Most Beautiful Girls in the World"; "Love Affair"**, to star Doris Day; and the new Sol Lesser **"Tarzan"** production, the first of the series to be filmed in color.

Liability Insurance For MPTAO Members

Toronto: Progress has been reported by the Motion Picture Theatres Association of Ontario for a general liability insurance plan for its members with a policy which covers property damage and personal injury to theatre patrons for which final details have been worked out with an insurance company. The subject will be discussed at the MPTAO annual meeting in Toronto Nov. 19.

Scott Brady-Producer

Hollywood: Actor Scott Brady joins the long list of independent producers when he makes "The Man From Abilene" for 20th Century Fox release. Brady will also star in the film which is being produced under the Brady-Glasser Prods. banner. Bernard Glasser is the partner.

Sanders Co-Starring

Hollywood: George Sanders will co-star with Eleanor Parker and Bill Travers in "The Painted Veil," MGM filmization of the novel by W. Somerset Maugham.

The new picture marks Sanders' 70th film role over a period of 20 years. He won the Motion Picture Academy Award for best supporting actor in 1950 for his work in "All About Eve."

FRIEDMAN

(Continued from Page 1)

several retail furniture stores in Western Canada. His theatre interests consisted of a partnership in Odeon Mid-Western Theatres, comprising the Odeon, Rialto, Avenue, Varscona and Roxy theatres in Edmonton, which he operated for Odeon, with Sam Binder as supervisor, and an interest with Odeon and J. B. Barron in the Odeon and Uptown Theatres in Calgary, and the 17 Ave. Drive-In outside Calgary. These theatres are operated by Barron for the partnership.

Mr. Friedman had a home near Burlington, Ont., and it was at this home that he died in his sleep on Sunday night. He was buried from Holy Blossom Temple in Toronto on Wednesday, with interment in the Holy Blossom cemetary. He is survived by his widow, and two daughters, as well as four brothers and a sister.

Burton And Widmark Top "Saint Joan" Cast

London: Richard Burton has been signed to star as the Earl of Warwick in the film version of Bernard Shaw's "Saint Joan" it was announced by Otto Preminger, producer-director of the film who is now in England. Burton, the top British actor who starred in "The Robe" and United Artists' "Alexander The Great," is the second star to be recruited by Preminger for the cast of the Shaw drama. Richard Widmark recently was signed to play the Dauphin.

According to Preminger, every important role in "Saint Joan," which will be released by United Artists, will be played by an established star of the Widmark, Burton calibre, except for Joan herself, who will be played by an unknown young actress now being sought by Preminger in an international talent hunt. After auditioning thousands of girls in the United States, Canada and Europe, Preminger will announce his selection of the girl to play Joan on October 21.

Censor Boosts Films

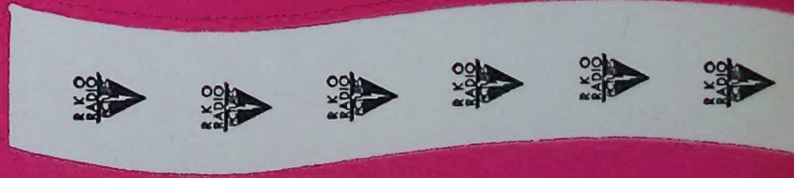
Toronto: Addressing the first fall meeting of the Local Council of Women at Toronto recently John Evans of the Ontario Board of Moving Picture Censors denied that the film industry was in an unhealthy condition and said that the closing of some theatres was due to population changes and other causes. The meeting was arranged by Mrs. J. J. Howarth, film convenor of the Council.

What The New RKO RADIO

PROMISES...

The New RKO RADIO

DELIVERS!



GINGER ROGERS
BARRY NELSON
CAROL CHANNING
in The
First TRAVELING
SALESLADY
co-starring DAVID BRIAN • JAMES ARNESS
TECHNICOLOR®
Produced and Directed by ARTHUR LUBIN
Screen Play by DEVERY FREEMAN
From original story by STEPHEN LONGSTREET

BEYOND
A REASONABLE
DOUBT
Starring
DANA ANDREWS
JOAN FONTAINE
Produced by BERT FRIEDLOB
Directed by FRITZ LANG
Screen Play by DOUGLAS MORROW

ROBERT RYAN
ANITA EKBERG
ROD STEIGER
in
BACK FROM ETERNITY
Produced and Directed by JOHN FARROW
Screen Play by JONATHAN LATIMER

RICHARD EGAN
DOROTHY MALONE
CAMERON MITCHELL
in
TENSION
AT TABLE ROCK
TECHNICOLOR®
Produced by SAM WIESENTHAL
Directed by CHARLES MARQUIS WARREN
Screen Play by WINSTON MILLER

*ALL THESE PROFIT SHOWS FROM THE NEW RKO... IN RELEASE, OR PRODUCTION COMPLETED...

DAVID NIVEN
in
The Silken Affair
also starring
GENEVIEVE PAGE • RONALD SQUIRE
BEATRICE STRAIGHT
WILFRID HYDE WHITE
Story and Screen Play by ROBERT LEWIS TAYLOR
Produced by FRED FELDKAMP
Directed by ROY KELLINO

THE KING BROTHERS
Present

THE BRAVE ONE

Introducing MICHEL RAY

TECHNICOLOR®
Filmed in
CINEMASCOPE®

oduced by the KING BROTHERS • Directed by IRVING RAPPER
reen Play by HARRY S. FRANKLIN and MERRILL G. WHITE
Based on an original story by ROBERT RICH

DEATH OF A SCOUNDREL

Starring
GEORGE SANDERS • YVONNE DeCARLO
ZSA ZSA GABOR • VICTOR JORY
NANCY GATES • COLEEN GRAY

Written, Directed and Produced by
CHARLES MARTIN

JAMES MacARTHUR
as
THE YOUNG STRANGER

Co-starring
KIM HUNTER
JAMES DALY

Produced by STUART MILLER
Directed by JOHN FRANKENHEIMER
Screen Play by ROBERT DOZIER

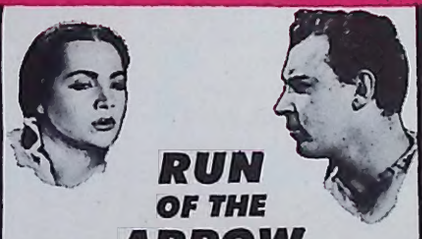
PUBLIC PIGEON NO. 1

Starring
"RED" SKELTON • VIVIAN BLAINE
Co-starring
JANET BLAIR
TECHNICOLOR®
Produced by HARRY TUGEND
Directed by NORMAN Z. McLEOD
Screen Play by HARRY TUGEND
from original story by LARRY BERNS and DON QUINN

EDDIE FISHER • DEBBIE REYNOLDS
in
BUNDLE OF JOY

Co-starring
ADOLPHE MENJOU • TOMMY NOONAN
TECHNICOLOR®

roduced by EDMUND GRAINGER • Screen Play by
ORMAN KRASNA, ROBERT CARSON and ARTHUR
HEEKMAN • Story by FELIX JACKSON • Directed by
ORMAN TAUROG • Musical Numbers and Dances
taged by NICK CASTLE • Lyrics by MACK GORDON
Music by JOSEF MYROW



RUN OF THE ARROW

Starring
ROD STEIGER
SARITA MONTIEL
BRIAN KEITH
and RALPH MEEKER

Written, Produced and Directed
by SAMUEL FULLER
TECHNICOLOR®

GEORGE GOBEL
DIANA DORS
in
I MARRIED A WOMAN

Co-starring ADOLPHE MENJOU
Produced by WILLIAM BLOOM
Directed by HAL KANTER
Original Screen Play by GOODMAN ACE

THE DAY THEY GAVE BABIES AWAY

Starring
GLYNIS JOHNS
CAMERON MITCHELL
REX THOMPSON
PATTY McCORMACK
TECHNICOLOR®
Produced by SAM WIESENTHAL
Directed by ALLEN REISNER

RICHARD BASEHART
MARY MURPHY
in
FINGER OF GUILT

Produced and Directed by
ALEC. C. SNOWDEN
Screen Play by PETER HOWARD
Executive Producer, TONY OWEN

JOHN JUSTIN
BARBARA LAAGE
DONALD WOLFIT
in
Guilty?

Screen Play by MAURICE J. WILSON
Produced by CHARLES LEEDS
Directed by EDMOND GREVILLE

MAN IN THE VAULT

Starring
WILLIAM CAMPBELL
KAREN SHARPE
ANITA EKBERG

Screen Play by BURT KENNEDY
Produced by ROBERT E. MORRISON
Directed by ANDREW V. McLAGLEN

DEAN JAGGER
in
X THE UNKNOWN

Screen Play by JIMMY SANGSTER
Produced by ANTHONY HINDS
Directed by LESLIE NORMAN

•

JAMES CRAIG
in
The CYCLOPS

Written, Produced and Directed by
BERT I. GORDON

R·K·O RADIO PICTURES

"KING AND I"

(Continued from Page 1)

weeks of "The King and I" run outgrossed "Itch" by over 80 per cent.

Another interesting feature of the run at Shea's is the fact that both the 7th and 8th weeks of the run exceeded the sixth week by over $3,000, and even the tenth week of the run still constituted a better than average normal week's gross.

To further demonstrate the amazing strength of the Shea's run on "King and I," the picture in its 10 weeks grossed within $20,000 of Fox's all-time block-buster, and the screen's first CinemaScope production, "The Robe," which ran for 8 weeks at the Imperial Theatre, Toronto, which has approximately 1,000 seats more than Shea's. "The Robe" played at an admission price of $1.50 top, as against $1.25 top for "King." In addition, of course, "The Robe" played back in 1953 when theatre business in Canada was considerably better than it is today.

In 8 weeks at the 3,373-seat Imperial, "The Robe" played to approximately 200,000 persons. In 10 weeks and 2 days at the 2,386-seat Shea's, "The King and I" played to approximately 189,000 movie-goers. This latter figure includes some 2,000 older folks who attended a special free morning matinee of the picture as guests of Manager Len Bishop and the Evening Telegram, a stunt that gained the theatre and the picture much favorable publicity, and helped to bolster the run.

In Vancouver, "The King and I" opened at the Capitol Theatre, where it ran for 4 record-breaking weeks, plus 2 days, before moving over to another downtown Famous Players theatre, the Strand. The four-weeks-plus run at the Capitol, according to Pete Myers and Famous Players officials, was the equivalent of at least eight normal weeks, with business the way it has been this past year or more.

In the move-over to the Strand, more new records have been established, and some astounding features have developed in respect to the staying power of the picture. For example, there is only approximately $1,000 difference between the gross for the seventh week of the Strand run and the gross for the first week at that theatre. In addition, the second Saturday of the run beat the first Saturday by $80, the third Saturday beat the second Saturday by $120, the fourth Saturday beat the third Saturday by $180, and both the fifth and seventh Saturdays were better than the second Saturday. These figures are almost unbelievable, even to Fox and Famous executives.

In addition to the generally acknowledged excellence of the picture itself, great credit for the successful runs of "The King and I" must go to the various theatre managers whose continuous efforts have resulted in these amazing runs. Len Bishop at Shea's, Toronto, did a terrific job in promoting "King and I" not only in the beginning, but all through the 10 weeks of its run. The same holds true for Charlie Doctor at the Capitol, Vancouver, and Norman Duncan at the Strand.

While it is true that "King and I" is doing outstanding business in virtually every engagement in Canada so far, the Toronto and Vancouver runs are so exceptional that they deserve the greatest recognition for all concerned. However, Pete Myers, in discussing the "King and I" results, advises that as good as they are, he is looking for even bigger things from 20th Century-Fox's release of the CinemaScope version of "Oklahoma!" which his company will be distributing in the domestic market of Canada and the United States. In Toronto and Montreal, of course, the picture has already been released by the Magna Corp. in the Todd-AO version, but the rest of Canada is wide open for the 'Scope version.

Seventh Film Set For McCrea - Stanwyck

Hollywood: Joel McCrea and Barbara Stanwyck will be teamed in movies for the seventh time in "Core of Evil."

Sol Baer Fielding who is producing "Trooper Hook" with them for United Artists release, is so enthusiastic about their work in the film that he has bought "Core of Evil," an original story by David Victor and Herbert Little, Jr., as their seventh co-starring vehicle.

The new project will go into production shortly after the first of the year, and will be made in Color and CinemaScope.

Natalie Wood Stars In W-B's "Bombers"

Hollywood: Natalie Wood, Warner Bros.' exciting new young star, has been selected by Jack L. Warner for the leading feminine role in "Bombers B-52," the dramatic story of the Air Force's giant jet planes.

Miss Wood, who was co-starred with Tab Hunter in her last two films for the studio, "The Burning Hills" and "The Girl He Left Behind," will star in "Bombers B-52" with Karl Malden.

ROBBERY

(Continued from Page 1)

It is believed that the two men entered the theatre by the rear exit, as the crowd was leaving, and then hid until discovered by an usher, whom they forced to take them to the manager's office. The usher, and two friends of the manager who were in the office, were locked in an adjoining washroom, while the robbers looted the safe. Jack Steele, who was left bound, quickly freed himself and called the police. At this writing, one suspect has already been arrested in Woodstock, and the police are hot on the trail of the second man.

Sal Mineo Gets Lead

Hollywood: Sal Mineo, the New York youngster who has become the hottest juvenile star in motion pictures, will play the coveted lead role of the 17-year-old orphan in "The Cunning and the Haunted," which producer Philip A. Waxman put before the cameras on a Georgia location last Monday for Columbia Pictures release.

The role will be the most important yet for the young star, who won an Academy Award nomination for his acting in "Rebel Without a Cause" last year.

Wellman Jr. As Sr.

Hollywood: William A. Wellman, Jr., son of the director, will portray his father in the picture "C'est La Guerre," which the senior Wellman will direct for Warner Bros. A son portraying his father under his father's direction is a unique casting situation without precedent in Hollywood.

"C'est La Guerre" is a story of the Lafayette Escadrille, the famed World War I flying group in the French Army in which the elder Wellman served in 1917 and 1918. Tab Hunter stars in the picture as one of the Escadrille members.

U-I Story Buy

Hollywood: "Bon Voyage," a new novel hailed as a heart-warming family comedy by Marrijane and Joseph Hayes, to be published in January by Random House, has been purchased from the galleys by Universal-International, it has been announced by Edward Muhl, vice-president in charge of production. While no purchase price was announced, it was reported to run well into six figures, thus activating U-I's recently enunciated policy of being willing to pay top prices for outstanding literary properties.

VARIETY

(Continued from Page 1)

Dan Krendel, Ernie Rawley, N. A. Taylor, Al Troyer, Chet Friedman, Ralph Dale, Phil Stone, Larry Mann, George Oullahan, Hugh J. Sedgewick, Paul Johnston and Jules Wolfe.

Nominations will also be accepted from the floor.

Present Variety crew consists of Dave Griesdorf, Chief Barker; N. A. Taylor, 1st Assistant Chief Barker; Dan Krendel, 2nd Assistant Chief Barker; Al Troyer, Dough Guy; and Lou Davidson, Property Master; plus Canvasmen Herb Allen, George, Altman, Clare Appel, Joe Bermack, J. J. Fitzgibbons, Jr., and Ernie Rawley.

This year's crew have done an excellent job in managing the Tent's affairs, but a lack of interest in Variety in Toronto has been in evidence for the past few years. Complaints by some members of the Club that the motion picture industry dominates all the functions of the Club, can best be remedied by a turnout at all meetings, and especially nominating and election meetings, by all members of the Club, who in turn can then see that representatives of other branches of the entertainment world are elected to the Crew.

No Club is any better than its membership, and unless all Variety members take more general and concerted interest in the operations of the Club, it will always be left to a handful of loyal and dedicated members to make all the decisions, and to do all the work. It is so easy to criticize, but it takes a little effort to do something constructive about those things with which you are dissatisfied. It is strictly up to every member of Tent 28 to see that the Toronto Club progresses forward instead of backward.

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AT THE GREATEST 20 FROM 20TH IN OUR HISTORY!

AS BILLY WILKERSON SAYS,

** You can even see it without glasses*

...turn the page!

one of the all-time greats!

RODGERS & HAMMERSTEIN'S

THE KING AND I

CINEMASCOPE 55

COLOR by DE LUXE

starring DEBORAH KERR • YUL BRYNNER

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available now!

THE BEST THINGS IN LIFE ARE FREE

The DeSylva, Brown and Henderson Story

CINEMASCOPE • COLOR by DE LUXE

starring GORDON MacRAE • DAN DAILEY

ERNEST BORGNINE • SHEREE NORTH

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available in November!

LOVE ME TENDER

CINEMASCOPE

starring RICHARD EGAN • DEBRA PAGET

introducing ELVIS PRESLEY

the sensation of the nation in

his first motion picture appearance!

---

available in October!

BETWEEN HEAVEN AND HELL

CINEMASCOPE • COLOR by DE LUXE

starring ROBERT WAGNER

TERRY MOORE • BRODERICK CRAWFORD

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available in December!

ANASTASIA

CINEMASCOPE • COLOR by DE LUXE

starring INGRID BERGMAN

YUL BRYNNER • HELEN HAYES

Produced by BUDDY ADLER

Directed by ANATOLE LITVAK

---

available now!

THE LAST WAGON

CINEMASCOPE

COLOR by DE LUXE

starring RICHARD WIDMARK

also starring Felicia Farr

---

now in release!

BIGGER THAN LIFE

CINEMASCOPE

COLOR by DE LUXE

starring

JAMES MASON • BARBARA RUSH

---

now in release!

ABDULLAH'S HAREM

Technicolor

starring

GREGORY RATOFF • KAY KENDALL

---

available for Christmas!

THREE BRAVE MEN

CINEMASCOPE

starring

RAY MILLAND • ERNEST BORGNINE

Produced by HERBERT B. SWOPE, JR.

Directed and Written for the

Screen by PHILIP DUNNE

---

available in December!

THE TRUE STORY OF JESSE JAMES

CINEMASCOPE • COLOR by DE LUXE

starring ROBERT WAGNER

JEFFREY HUNTER • HOPE LANGE

---

now in release!

THE QUEEN OF BABYLON

Print by Technicolor

starring

RHONDA FLEMING • RICARDO MONTALBAN

---

available now...

by special arrangement with

David O. Selznick

REBECCA

starring

LAURENCE OLIVIER • JOAN FONTAINE

Directed by ALFRED HITCHCOCK

---

available in January!

THE WAYWARD BUS

CINEMASCOPE

COLOR by DE LUXE

Produced by CHARLES BRACKETT

Directed by HENRY HATHAWAY

From the best-selling novel

by JOHN STEINBECK

---

available early in 1957!

HEAVEN KNOWS MR. ALLISON

CINEMASCOPE • COLOR by DE LUXE

starring DEBORAH KERR • ROBERT MITCHUM

Produced by BUDDY ADLER and EUGENE FRENKE

Directed by JOHN HUSTON

---

available soon!

THE SEAWIFE

CINEMASCOPE

COLOR by DE LUXE

starring

RICHARD BURTON • JOAN COLLINS

THE BEST AND THE MOST FROM 20TH

THE PRODUCTIVE COMPANY

the new blockbuster!

BUS STOP

CINEMASCOPE

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starring MARILYN MONROE

and introducing Don Murray

available in October!

TEENAGE REBEL

CINEMASCOPE

starring GINGER ROGERS • MICHAEL RENNIE

introducing three stars of the future:

BETTY LOU KEIM • WARREN BERLINGER

DIANE JERGENS

available soon!

STAGECOACH TO FURY

RegalScope

starring FORREST TUCKER

MARI BLANCHARD • WALLACE FORD

available for New Year's!

DO-RE-MI

CINEMASCOPE • COLOR by DE LUXE

starring TOM EWELL • JAYNE MANSFIELD

Produced, Directed and Written for the Screen by FRANK TASHLIN

From a story by GARSON KANIN

available now . . .

by special arrangement with David O. Selznick

THE THIRD MAN

starring JOSEPH COTTEN • VALLI

ORSON WELLES • TREVOR HOWARD

Produced and Directed by CAROL REED

. . . and now in preparation for release early in 1957

* * * *

ISLAND IN THE SUN

CINEMASCOPE • COLOR by DELUXE

Produced by Darryl F. Zanuck • Directed by Robert Rossen from Alec Waugh's best-seller

* * * *

BOY ON A DOLPHIN

CINEMASCOPE 55 • COLOR by DELUXE

Produced by Samuel G. Engel

Directed by Jean Negulesco

* * * *

John O'Hara's great novel

TEN NORTH FREDERICK

* * * *

David O. Selznick's production of Ernest Hemingway's immortal story

A FAREWELL TO ARMS

* * * *

The new runaway best-seller!

A CERTAIN SMILE

by Francoise (Bonjour Tristesse) Sagan

* * * *

THREE FACES OF EVE

Produced, Directed and written for the screen by Nunnally Johnson

* * * *

and more! more! more!

On Beam

(Continued from Page 1)

the next four best letters. It is believed that this is the first time that four Toronto radio stations have co-operated in this manner for a single theatre promotion, and Sam Glasier and Len Bishop deserve the highest praise for pulling it off.

Another feature of the campaign on the picture's engagement at Shea's, include a tie-up with the Arthur Murray Dance Studios, whereby a half-hour demonstration of the Charleston, Black Bottom and Rock 'n' Roll is being held each evening on the mezzanine at Shea's with a lucky draw each night for the audience, the prizes consisting of scholarships for a complete dancing course at the Arthur Murray School. Co-op ads with the Arthur Murray School are appearing daily during the run of the picture.

Abe Montague, Vice-President and General Sales Manager of Columbia Pictures, and Rube Jackter, Assistant Sales Manager, are due in Toronto this week for visits with local Columbia executives, and in their honor, Louis Rosenfeld, President of Columbia Pictures of Canada is acting as host at a cocktail party at the King Edward Hotel. More about this next week.

Also scheduled for this week, is the first Canadian showing of Cecil B. DeMille's monumental production of "The Ten Commandments", set for Thursday evening, at the University Theatre in Toronto, for the press, radio, and other invited guests. The picture will also be screened next week in Niagara Falls, during the Famous Players Eastern Division Convention of Managers, Executives and Associates.

Mr. DeMille, incidentally is expected in Niagara Falls next Tuesday to meet with the F-P conventioneers, and will be in Toronto the following day, at which time Paramount is entertaining in his honor at a luncheon.

Russ McKibben, manager of the Imperial, Toronto, advises me that last Saturday night, the second Saturday of his current run on Paramount's "War And Peace", the line-up at approximately 8.30 p.m., was the biggest that he has ever seen in his years in show business. The picture is doing tremendous business at the Imperial, and only its excessive length is keeping the grosses down below record level. However, Russ is confident that the picture will run at least 8 weeks, and may well establish some new records before the run is over.

The Big Brass of the J. Arthur Rank Organization, including John Davis, Kenneth Winkles, Kenneth Hargreaves and Harry Norris, were in Toronto for a couple of days last week, but all efforts to secure an interview with the gentlemen, or even a statement from them, met with a polite, but emphatic "No Comment." I presume, as unfortunately so often has been the case, we in Canada, will have to learn about their plans from the American trade papers. Too bad, when the Canadian trade press is in such a unique position to do so much good for Odeon and the Rank Organization public-relations-wise, if we were only given the opportunity.

The new RKO suffered a sad blow last week with the death of one of their most promising producers, Bert Friedlob, whose latest picture, "Beyond a Reasonable Doubt," is currently enjoying considerable box-office success. Friedlob died from cancer, at the age of 49. He was formerly married to screen star Eleanor Parker.

"The Buckskin Lady"

Hollywood: "The Buckskin Lady," a Bishop-Hittleman production for United Artists, has gone before the cameras with Patricia Medina, Richard Denning, Gerald Mohr and Henry Hull in the starring roles.

Carl K. Hittleman is producing and directing from a screenplay by Franklin S. Chase, Jr., Hittleman and David Lang.

JARO Sponsors Radio Program

Toronto: A new radio program, "Film Fare", sponsored jointly by J. Arthur Rank Film Distributors and Odeon Theatres, can now be heard every Thursday evening from 8.00 to 8.30 p.m. over Radio Station CFRB, Toronto. The show is produced and commentated by Gerald Pratley, well-known CBC movie critic, and consists of interviews with film personalities, music from the sound tracks and excerpts from new J. Arthur Rank productions. Although the program will be devoted to Rank Organization films, plugs will be included for American films playing at Odeon's Toronto theatres. The program will run for an initial period of 26 weeks.

Presley Album Ready For "Tender" Release

New York: With more than one million orders placed with RCA Victor on Elvis Presley's "Love Me Tender", title ballad from the 20th Century-Fox CinemaScope production, the record company will issue, on November 1, an extended play album featuring the rock 'n' roll sensation in four songs from the picture.

In addition to the title song, the album contains the tunes "Let Me", "Poor Boy" and "We're Gonna Move", all of which are tabbed as potential hits in recording circles. Release of the album will focus major attention to "Love Me Tender" 3-weeks before its national saturation debut.

RCA Victor is alerting the music trade of the album's release via full-page trade ads and the mailing of promotional material, including 16,000 copies of its Record Bulletin to record, department and specialty stores. Simultaneously, 5,000 disc jockeys in every section of the country are receiving copies of the disc company's Disc Jockey Digest which announces the album's release and background material on the picture.

Promotional material fully crediting "Love Me Tender" is being prepared to aid dealers in launching all-out campaigns on the attraction, in which Presley stars with Richard Egan and Debra Paget. Window, wall and counter displays will bring the picture and the album to the attention of millions.

Para. Title Change

Hollywood: "Fear Strikes Out," title of the best-selling biography of Jim Piersall, famous Red Sox outfielder, has been set by Paramount as the final title for the motion picture which co-stars Anthony Perkins as Piersall and Karl Malden portraying his father. The film was previously titled "The Jim Piersall Story."

York, Hamilton's Foreign Policy

Hamilton: The York Theatre, Hamilton, has adopted a Continental film policy on a split-week basis. For the first three days of the week German-language pictures are presented, while Italian programs are being shown for the last half of the week. A recent Italian double bill consisted of "La Peccatrice dell Isola" and "Cantate con Me". The German feature for Oct. 8-10 was "Das Suendige Dorf", meaning "Sinful Village".

QUIGLEY

(Continued from Page 1)

King Edward Hotel, Toronto, on Monday, November 19th. McKim, who won the Grand Award while manager of the Odeon Theatre, Ladysmith, B.C., is now assistant to Ron Leonard in Odeon's Head Office Advertising and Publicity Department.

At the invitation of Leonard W. Brockington, Q.C., President of Odeon Theatres (Canada) Limited, Martin Quigley, Jr., Editor of the Motion Picture Herald, will make the presentation in Toronto.

McKim will be in New York later this month, where he will be one of the judges for the third quarterly Quigley awards.

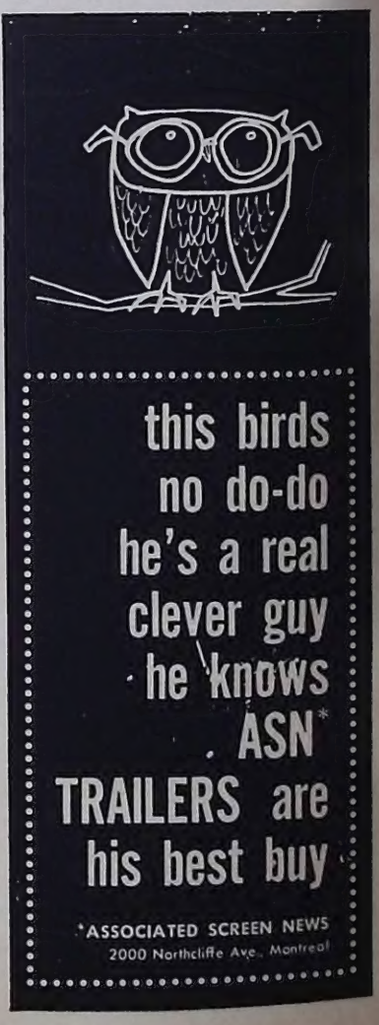
Orson Welles Directs

Hollywood: M-G-M has signed Orson Welles to direct Robert Taylor in "Tip on a Dead Jockey," to be produced by Edwin H. Knopf.

ASN SPOTS

(Continued from Page 1)

TV dramas with his macabre introductions and gentle needling of his sponsors' messages. The ASN-produced spots, which were directed by Ernest Reid, are a direct take-off of Hitchcock's own style.



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"Widmark has never given a better performance! Mighty fine mystery thriller!"
—*N. Y Daily News*

"Down in Mexico some talented moviemakers have put their skilled hands together to make a neat thriller!"
—*N. Y Times*

"Boxoffices will hum merrily!"
—*M. P. Daily*

"A real thriller! Tingling melodrama! Keeps an exciting pace throughout!"
—*N. Y. Post*

"Suspense-thriller that should encounter a good reception, generally!"
—*Variety*

"Tingling bundle of film excitement! Nerve-startler!"
—*N. Y. World-Tel. & Sun*

"Exhibitors will be highly pleased with the merchandise on view!"
—*M. P. Herald*

"A first rate thriller! Taut action . . . excellent production!"
—*Hollywood Reporter*

THE MOST STARTLING JUNGLE ADVENTURE EVER LIVED BY MAN . . .

"Spine-titillating suspense! Will prove to be a seat filler and audience pleaser in all of its playdates!"

—Boxoffice

RICHARD WIDMARK
TREVOR HOWARD
JANE GREER

RUN FOR THE SUN

with PETER VAN EYCK · Directed by ROY BOULTING · Based on Richard Connell's "The Most Dangerous Game" · screenplay by DUDLEY NICHOLS and ROY BOULTING

Produced by HARRY TATELMAN · Executive Producer ROBERT WATERFIELD

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